Show 'em you've got Merit with this great ashtray!

Our one-of-a-kind ashtray is yours for only $1.00 and 10 pack UPCs. It's made from real porcelain, features the Merit design and is trimmed in gold. It's a great way to show off your Merit. So start saving your pack UPCs today!

To order: Just fill out this order form, enclose 10 Merit pack UPCs, plus $1.00 check or money order for shipping and handling (no cash) and send it all to: Promotional Services Center, Switch Down Kit Ashtray Offer, P.O. Box 24066, Kankakee, IL 60902-4066.

Name _____

Address _____

City _____ State _____ ZIP _____

Regular Brand Smoked _____

Offer is limited to smokers 21 years of age or older. Offer void to Philip Morris and its advertising agencies' employees. Offer good in USA only. Offer void where prohibited, licensed or taxed. Allow 10-12 weeks for delivery. No facsimiles accepted.

Offer good until 2/28/94. Limit one ashtray per person.

By participating in this offer and signing below, I certify I am a smoker 21 years of age or older. I am also willing to receive free cigarettes and other incentive items by mail, subject to applicable state and federal law.

Signature _____ (required) Birth Date ___/___/___ (required)

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WARNING! KEEP OUT OF REACH OF CHILDREN. READ CAREFULLY BEFORE USE.

Hold lighter away from face and clothes when igniting. Merit oil lighters do not self-extinguish, so close to put out.

Fill only with standard liquid lighter fluid. When filled, lighter contains flammable fluid.

Proper filling: Hold bottom case in one hand and use the other hand to remove the insert (fuel chamber). Insert fuel nozzle in hole, in the center of felt pad, and slowly saturate the cotton packing with liquid lighter fuel. Never overfill. Shake off any excess. Put insert back into case. Dry off lighter and hands before igniting. Make sure liquid fuel can is closed and there is no spilled fuel in vicinity before igniting. Liquid fuel is flammable.

Maintenance of your oil lighter wick: When wick becomes black from carbon, pull up with pliers until clean wick appears. Cut off even with top of wind shield, then straighten the wick in the wind shield.

To re-flint: Unscrew flint screw in felt pad on the bottom of the insert. Remove screw and attached spring. Make sure old flint is removed from tube. Place new oil lighter flint in tube and replace spring and screw. Be sure screw is turned as far as it will go; otherwise, cover will not close completely. If wheel binds after new flint is inserted, turn wheel backwards a few times.

LIGHTER GUARANTEE

If your Merit lighter does not perform to your satisfaction under normal use, it will be replaced at no cost to you.
Mail lighter to: Bulova America Corp., 14747 Artesia Blvd., Suite 5-R, LaMirada, CA 90638

Ultima: Kings 1 mg "tar," 0.1 mg nicotine; 100's 2 mg "tar," 0.2 mg nicotine—Ultra Lights: Kings 5 mg "tar," 0.5 mg nicotine; 100's Soft 6 mg "tar," 0.5 mg nicotine; 100's Box 6 mg "tar," 0.6 mg nicotine—Kings: 8 mg "tar," 0.6 mg nicotine—100's: 10 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

MERIT

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FREE ashtray offer. Details inside.

Switch Down Kit

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